

**UNIVERSITI TEKNOLOGI MARA**

**MODELLING FACEBOOK FEATURES  
IN SUPPORTING SENIOR  
ENTREPRENEURSHIP**

**MARLINA BINTI MUHAMAD**

Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**  
**(Information Technology)**

**College of Computing, Informatics and Media**

**June 2023**

## ABSTRACT

The concept of "productive aging" can be achieved through participation in either monetary or non-monetary activities. This study focuses on monetary activities involving the elderly who retired from former employment and became first-time senior entrepreneurs. In this study, senior entrepreneurs are defined as those who are 60 years old under the Minimum Retirement Age Act 2012, including retirees who opted for early retirement at age 50. Senior entrepreneurs are associated with lower technical skills; thus, the use of ICT becomes a challenge for them. However, this difficulty could be mitigated by providing them with simple, familiar, recognizable, and flexible ICT that suits their needs. Past studies have agreed that social media platforms such as Facebook are widely used by entrepreneurs. However, senior entrepreneurs are different from young entrepreneurs because their main motivation to become entrepreneurs after retirement is mostly dominated by intrinsic values. As such, the existing social media usage framework and model do not consider the intrinsic motivations of senior entrepreneurs. Accordingly, in this study, a qualitative research approach through a single case study method was used. In-depth semi-structured interviews were also undertaken with ten (n=10) senior entrepreneurs to research the scenario of senior entrepreneurs' motivations and the data were thematically analyzed. Consequently, three themes emerged from the analysis, namely the motivations of senior entrepreneurs, the typology of senior entrepreneurs and the characteristics of business owned (combined as senior entrepreneurship activities), and the current ICT applications used. The themes were further categorized into attributes comprising four motivations (economic self-interest, social affirmation, active aging, and independence), four typologies of senior entrepreneurs (constrained entrepreneur, rational entrepreneur, reluctant entrepreneur, and lifestyle entrepreneur), characteristics of business owned (simple tasks, services type of business, and own physical store), and current ICT used (social media, e.g., Facebook, and social messaging application, e.g., WhatsApp). The model Facebook features in supporting senior entrepreneurship was developed based on the motivations of senior entrepreneurs integrated with Facebook features and the values of Facebook features identified through expert interviews. Verification through a paper prototype was also performed with four senior entrepreneurs who used Facebook for their businesses. Theoretically, this study has contributed to new knowledge through the development of the model of Facebook features in supporting senior entrepreneurship, and practically the model could be used as a guideline to identify Facebook features for senior entrepreneurs to take advantage of the existing social media facilities that their businesses require.

## ACKNOWLEDGEMENT

Firstly, I thank Almighty Allah SWT for His countless blessings and for letting me overcome all difficulties. My sincere gratitude goes to my supervisor, Assoc. Prof. Dr. Fariza Hanis binti Abdul Razak, and my special thanks are due to my co-supervisor, Professor Dr. Haryani binti Haron, for her dedicated support to my PhD and research; for her patience, motivation, and immense knowledge. Both of my supervisors' guidance has, at all times, helped me in my research and the writing of this thesis.

My sincere thanks also go to my husband, \_\_\_\_\_ and both my children, \_\_\_\_\_ and \_\_\_\_\_, for their continuous support and understanding of my research undertakings. Their prayers for me have indeed sustained me this far.

A debt of gratitude is also owed to my beloved parents for raising me up to become a useful person and for giving me ample education until all I have achieved today.

Finally, I wish to acknowledge Universiti Teknologi MARA (UiTM) for providing me with a study leave, without which this work could never have begun. This support is greatly appreciated. Many thanks must also go to all participants who had taken part in the study and made this research possible. Alhamdulillah.

# TABLE OF CONTENTS

**CONFIRMATION BY PANEL OF EXAMINERS**

**AUTHOR'S DECLARATION**

**ABSTRACT**

**ACKNOWLEDGEMENT**

**TABLE OF CONTENTS**

**LIST OF TABLES**

**LIST OF FIGURES**

**LIST OF ABBREVIATIONS**

## **CHAPTER ONE: INTRODUCTION**

- 1.0 Introduction
- 1.1 Research Background
- 1.2 Problem Statement
- 1.3 Research Objectives
- 1.4 Research Questions
- 1.5 Research Scope
- 1.6 Research Significance
- 1.7 Structure of the Thesis

## **CHAPTER TWO: LITERATURE REVIEW**

- 2.1 Introduction
- 2.2 Overview of Aging Population
  - 2.2.1 Aging Population in Malaysia
- 2.3 Productive Aging
  - 2.3.1 Productive Aging via Senior Entrepreneurship
  - 2.3.2 Retirement and Becoming Senior Entrepreneurs
- 2.4 Senior Entrepreneurship Concept
  - 2.4.1 Motivations of Entrepreneurs
    - 2.4.1.1 Financial Rewards

2.4.1.2	Prior Knowledge and Opportunity Identification	26
2.4.1.3	Maintaining Natural and Communal Environments	26
2.4.1.4	Passion	27
2.4.1.5	Developing Society	28
2.4.1.6	Health Issues	28
2.4.1.7	Personal Self-Interest	29
2.4.1.8	Personal Opportunities	30
2.4.2	Entrepreneurial Motivations of Senior Entrepreneurs	30
2.4.2.1	Push and Pull Drivers of Senior Entrepreneurship	32
2.4.2.2	Extrinsic Motivations	33
2.4.2.3	Intrinsic Motivations	34
2.4.2.4	Noticeable Differences in Push and Pull Motivations	36
2.4.3	Typologies of Senior Entrepreneurs	39
2.4.4	Capitals Possessed by Senior Entrepreneurs	42
2.4.4.1	Human Capital	42
2.4.4.2	Financial Capital	43
2.4.4.3	Social Capital	44
2.4.5	Business Characteristics of Senior Entrepreneurship	44
2.5	Underlying Theories of Senior Entrepreneurship	46
2.5.1	Psychosocial Theories of Aging	46
2.5.1.1	Disengagement Theory	47
2.5.1.2	Activity Theory	48
2.5.1.3	Socialization Theory	49
2.5.1.4	Continuity Theory	49
2.5.2	Psychological Theories	50
2.5.2.1	Entrepreneurial Event Theory (EET)	51
2.5.2.2	Self-Determination Theory (SDT)	52
2.5.2.3	Basic Needs of Individuals	56
2.5.3	Types of Motivations	57
2.5.3.1	Amotivation	58
2.5.3.2	Dimensions of Intrinsic Motivation	59
2.5.3.3	Dimensions of Extrinsic Motivation	60
2.6	Seven Dimensions of Entrepreneurial Motivation	61
2.7	The Evolution of Social Media	63